CLAIMS

1. An electroluminescent display, having

- an at least partially transparent carrier (1),
- a transparent electrode layer (2) situated on the carrier (1),
- a luminescent layer (3), containing electroluminophores (4), which represents an image area,
- a rear electrode layer (7) in the region of a majority of the image area,
- an insulating layer (9), which has a recess (10) in the area of the rear electrode layer (7),
- a transparent contact layer (12) situated on at least part of the area of the insulating layer (9) for contacting the rear electrode layer (7).

2. The electroluminescent display according to claim 1, wherein the electrode layer (2) is implemented from transparent conductive varnish.

3. The electroluminescent display according to one of the preceding claims, wherein the contact layer (12) is implemented from transparent conductive varnish.

4. The electroluminescent display according to one of the preceding claims, wherein the insulating layer

(9) is implemented as at least partially transparent.

5. The electroluminescent display according to one of the preceding claims, having a rear insulating layer (4) for insulating the side of the contact layer (12) facing away from the carrier (1).

6. The electroluminescent display according to claim 5, wherein the rear insulating layer is implemented as at least partially transparent (14).

7. The electroluminescent display according to one of the preceding claims, wherein the carrier (1) predominantly comprises glass or plastic glass.

8. The electroluminescent display according to claim 7, wherein the carrier (1) represents the single supporting layer of the electroluminescent display predominantly comprising glass or plastic glass.

9. The electroluminescent display according to one of the preceding claims, wherein the electrode layer (2) and/or the contact layer (12) are each contacted using a busbar (13a, 13b).

10. The electroluminescent display according to claim 10 [sic; 9], wherein the busbar (13a, 13b) is implemented with a conductive paste included.

11. The electroluminescent display according to one of the preceding claims, wherein the image area is divided into multiple non-coherent partial image areas.

12. The electroluminescent display according to claim 11, wherein the partial image areas are each activatable individually and/or in groups.

13. The electroluminescent display according to one of the preceding claims, wherein the contact layer (12) contacts the rear electrode layer (7) directly in the region of the recess (10).